



**Alberta
Cattle
Commission**

GRASS routes

JUN 2 1997

The Alberta Cattle Producer Monthly Update

June 1997

Call us at (403) 275-4400



ACC Summer Meeting

The Alberta Cattle Commission semi annual meeting will be held June 24-25, 1997 at the Red Deer Lodge. Producers are welcome to attend. Call the ACC office for more information.

Stewardship Award

Nominations are still open for the Environmental Stewardship Award. If you know of a deserving producer, call the ACC for a nomination form.

**Cattle Market
Information
Slaughter Line
(403) 274-4340
Feeder Line
(403) 274-4345**

**Web Site
www.cattle.ca**

Catering to Beef Customers

To help busy consumers make meal choices the Beef Information Centre (B.I.C.) developed the **Beef Last Minute Meal Centre** featuring easy, everyday beef recipes with an international flavor. This display has been distributed to 1,250 retail meat counters in major urban centers. B.I.C. merchandising representatives deliver a new set of four recipes each month.

To extend retail promotion dollars, many of the recipe cards are partnered with convenient products. Partners include well-known and popular products such as *HP Sauces, Uncle Ben's, Ragu, and Old El Paso*.

Most of the recipes are cooked in 20 minutes or less to meet the needs of today's consumer.

The 1997 beef tracking study results show that 46 per cent of people who picked up a recipe card have used it.

Good News For Beef

Market research indicates good news for the industry:

Beef's share of the fresh meat case increased one per cent last year to 44 per cent.

Retail beef purchases increased seven per cent across the country during the fourth quarter of 1996 compared to the same period of the previous year.

The one year average national beef price was \$2.69 per pound or \$5.92 per kilogram.

Ground beef captures about 46 per cent of all retail beef purchases.

Ground Beef Backbone of Beef Sales

Canadians love their ground beef. It is the most popular form of meat consumed in the country.

Almost one-half of the beef sold in Canada is in the form of ground beef and patties.

To promote and capitalize on this trend, the Beef Information Centre has developed a new brochure highlighting the benefits of ground beef. **Your Com-**

plete Guide to Ground Beef offers information and advice on purchasing, food safety, nutrition, ease of preparation as well as many new recipe ideas.

It is available to consumers through a coupon promotion at urban supermarkets across Canada. To order a copy contact the Beef Information Centre at #215, 6715 - 8th Street NE, Calgary, Alberta, T2E 7H7.

Endangered Species Act Extinct... For Now

Bill C-65, the Endangered Species Protection Act, did not pass third reading by the time the federal election was called.

This will allow the cattle industry more time to ensure that any future legislation is not similarly flawed.

The Alberta Cattle Commission (ACC) contends any legislation should encourage landowners' cooperation in species conservation.

The ACC is advocating legislation that will assure a win-win situation for both producers and wildlife.

Any similar legislation developed by a future government must recognize that the costs of protecting endangered species have to be shared between landowners and the public. There must also be a method of providing compensation if the landowner's livelihood is compromised.

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